

## Recognition and Retention:

# Reasons to Recognize Your Volunteers

- **If You Don't, Someone Else Will!** Competition for volunteers is stiff and increasing daily. Don't lose your volunteers to another organization that has learned the importance of making time to acknowledge the value of their non-paid staff.
- **It's Five Times Easier to Keep Your Volunteer Than to Retrain.** Your time is valuable to your organization. Retaining a skilled and qualified non-paid staff member is a cost-effective measure saving staff time on continual orientations and training when you have volunteer turnover.
- **Recognition - A link to the community.** Recognition of your volunteers affords you the opportunity to promote your organization through highly public displays, such as marquee signs, newsletters or the media.
- **It's Easy!** The Recognition Kit offers many simple ideas as a foundation to make it personal and fit your organizations needs. It will help the public stand up and take notice of your volunteer program.
- **Recognition is Recruitment!** The reach of your non-paid staff stretches out wide into the community. It is a well-known fact that word of mouth is the number one way to recruit volunteers. A happy and satisfied volunteer is the best spokesperson for attracting other potential volunteers into your organization.
- **It's Flattering!** Recognition is an excellent way to tell your volunteers they are doing a commendable job for your organization and it's mission. It also demonstrates that you recognize that they are an important part of your organization's success.
- **It's an Affordable Paycheck!** Everyone needs recognition and a reward. We all need some kind of paycheck. Effective acknowledgement of your non-paid staff can often be their big "paycheck." Nothing is more validating than to know you are truly valued, respected, needed and appreciated.
- **It's an Investment in Earning Respect.** Recognition promotes and builds loyalty and commitment from your non-paid staff. Equally important, it builds respect and appreciation within your organization for the valuable contributions provided by your volunteers. Many organizations are unaware of the roles and services non-paid staff members are providing. Recognition builds awareness of their value and contributions.

A  
Volunteer  
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Tip From:



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